

Proposal to Category III
Environmental Education

II. Executive Summary

a. Project Title

Title: 1. Bay/Delta Traveling Film Festival & Exhibit
2. On-Site Heron Information Booth
3. Wildlife/Habitat Video Archive

Applicant: Independent Documentary Group (IDG), in cooperation with
the San Francisco Public Library, S.F. Recreation & Park Dept.,
and numerous nonprofits/government agencies
Contact: Ms. Judy Irving, 415-824-5822

b. Project Description and Primary Biological/Ecological Objectives:

1) Package and distribute a six-film Traveling Festival utilizing IDG's Emmy-Award-winning films about Bay and Delta habitats, wildlife, and restoration, premiering at the San Francisco Public Library and traveling throughout the Bay Area; 2) create and staff a multi-lingual information booth at "Heron Island" in Golden Gate Park during the great blue heron nesting season, providing inner-city children with a first-person glimpse of wild Bay birds and encouraging them in follow-up restoration activities; and 3) create and operate, for the use of interested nonprofits and government agencies, a Bay/Delta Video Archive, allowing groups to purchase wildlife, habitat, aerial, development, and related footage at cost for public service announcements, short videos, and other needs, thus lowering media expenses for all parties. The primary biological/ecological objectives are to increase public awareness, knowledge, and appreciation of ecosystem restoration activities and to foster active participation in conservation programs.

c. Approach/Tasks/Schedule

Working closely with the Exhibitions Manager at the San Francisco Public Library and with county librarians, IDG will produce and distribute a six-film Traveling Festival, premiering March 1999 at the Civic Center and showcasing over \$500,000 worth of IDG films about the Bay and Delta: *Secrets of the Bay*, *Treasures of the Greenbelt*, *San Pablo Baylands*, *Heron Island*, *Kids by the Bay*, and *Partners on the Land*. The films will be accompanied by speakers from government agencies and nonprofit environmental groups, who will bring up-to-the-minute information about on-going restoration activities and encourage audiences to become involved. The series will appeal to a general audience (adults and children), and will be heavily publicized (its launch coincides with the "American Wetlands Month" Conference in San Francisco). IDG's Booth at Stow Lake, Golden Gate Park, will be staffed during April, May, and June 1999 by the well-known "heron lady," Nancy

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DeStefanis, with her young naturalist assistants. The Video Archive consists of twenty years' worth of footage shot by IDG of the Bay and Delta, its habitats and wildlife, and will be "open," at cost, to interested nonprofits and government agencies that may not be able to afford procuring such valuable footage themselves.

d. Justification for Project and Funding by CALFED

Currently most people think CALFED is a bank! It is essential to inform the public about restoration activities and results; public support for the CALFED effort is critical. This is particularly crucial in the initial stages of implementation, when the public, and the restoration community, will have many questions about CALFED's approach and activities. The Film Festival, Heron Booth, and Video Archive further CALFED's goals by galvanizing public opinion, encouraging public participation, and providing video tools (affordable footage) for other nonprofits.

e. Budget Costs and Third Party Impacts

IDG proposes a total budget of \$89,500: \$54,000 toward the Traveling Festival; \$8,500 for the Heron Booth; and \$27,000 for the Video Archive. There are no third party impacts.

f. Applicant Qualifications

IDG is an Emmy-Award-winning firm, well known for 20 years for its environmental work (*Secrets of the Bay, Treasures of the Greenbelt, San Pablo Baylands, Dark Circle*). IDG recently completed a short film, *Partners on the Land*, about natural process restoration in northern and southern California. Previous sponsors of IDG films include Save San Francisco Bay Association, the Greenbelt Alliance, Audubon Society, EPA, Metropolitan Water District of Southern California, National Endowment for the Arts, private foundations, and individuals.

g. Monitoring

Attendance figures at the Traveling Festival and Heron Booth, audience response, press/radio coverage, and archive use will serve as monitoring yardsticks.

h. Local Support/Coordination with other Programs/Compatibility with CALFED objectives

The San Francisco Public Library, Audubon Society, Save San Francisco Bay Association, EPA, Nature Conservancy, San Francisco Recreation and Park Department, and many other groups will work with IDG and benefit from the proposed activities. IDG's long-term commitment to the Bay and Delta mirrors CALFED restoration objectives: In its films is the power to entertain, educate, shape public opinion, and inspire action.